

WHAT IS CLAIMED IS:

1. A pigmented cosmetic composition comprising a water-in-oil emulsion, said emulsion comprising:

- (a) an oil phase;
- 5 (b) an aqueous phase;
- (c) a pigment;
- (d) an emulsifier; and
- (e) a separation inhibitor comprising a silicone elastomer.

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2. The composition of claim 1, wherein the aqueous phase is present in an amount of from about 30% to about 50% by weight of said composition.

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3. The composition of claim 1, wherein the oil phase is present in an amount of from about 30% to about 40% by weight of said composition.

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4. The composition of claim 1, wherein the pigment is present in an amount of from about 5% to about 15% by weight of said composition.

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5. The composition of claim 1, wherein the emulsifier is present in an amount of from about 3% to about 6% by weight of said composition.

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6. The composition of claim 1, wherein the silicone elastomer is present in an amount of from about 0.1% to about 7% by weight of said composition.

7. The composition of claim 1, wherein the aqueous phase comprises an alcohol.

8. The composition of claim 1, wherein the aqueous phase comprises a glycol.

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9. The composition of claim 1, wherein the oil phase comprises a silicone oil.

10. The composition of claim 1, wherein the
5 silicone elastomer is a dimethicone cross-polymer.

11. The composition of claim 10, wherein the separation inhibitor further comprises a carrier for the dimethicone cross-polymer.
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12. The composition of claim 11, wherein the carrier is cyclomethicone.

13. The composition of claim 1, wherein the
15 pigment is selected from the group consisting of titanium dioxide, yellow iron oxide, red iron oxide, black iron oxide, zinc oxide, talc, mica, magnesium carbonate, calcium carbonate, magnesium silicate, aluminum magnesium silicate, silica, ultramarine, nylon
20 powder, polyethylene powder, polystyrene powder, silk powder, crystalline cellulose, starch, titanated mica, iron oxide titanated mica, bismuth oxychloride, and combinations thereof.

14. The composition of claim 13, wherein the
25 pigment is surface treated.

15. The composition of claim 14, wherein the pigment is surface treated with silicone.
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16. The composition of claim 1, wherein the emulsion further comprises a sunscreensing agent.

17. The composition of claim 16, wherein the
35 sunscreensing agent is present in an amount of from about 5% to about 15% by weight of said composition.

18. The composition of claim 1, wherein the emulsion further comprises a thickener.

5 19. The composition of claim 18, wherein the thickener is present in an amount of from about 0% to about 10% by weight of said composition.

10 20. The composition of claim 1, wherein the emulsion further comprises an inorganic salt for enhancing the formation of the water-in-oil emulsion.

15 21. The composition of claim 20, wherein the inorganic salt is present in an amount of from about 0% to about 4% by weight of said composition.

20 22. The composition of claim 20, wherein the inorganic salt is selected from the group consisting of sodium chloride, magnesium chloride, magnesium sulfate, and combinations thereof.

23. The composition of claim 1, wherein the emulsion further comprises a preservative.

25 24. The composition of claim 23, wherein the preservative is present in an amount of from about 0% to about 2% by weight of said composition.

30 25. The composition of claim 1, wherein the composition is a make-up.

35 26. The composition of claim 25, wherein the make-up is selected from the group consisting of a foundation, a rouge, a concealer, eye-shadow, eye-liner, a mascara, a lipstick, and a lipcolor.

27. The composition of claim 1, wherein the composition is a sunscreen.

28. A pigmented cosmetic composition comprising a
5 water-in-oil emulsion, said emulsion comprising:

- (a) an oil phase;
- (b) an aqueous phase;
- (c) a pigment;
- (d) an emulsifier;
- 10 (e) a separation inhibitor comprising a silicone elastomer; and optionally, one or more of the following ingredients:
 - (i) a sunscreensing agent;
 - (ii) a thickener;
 - 15 (iii) an inorganic salt;
 - (iv) a preservative;
 - (v) a fragrance; and
 - (vi) a vitamin.

29. A particulate sunscreen composition
comprising a water-in-oil emulsion, said emulsion
comprising:

- (a) an oil phase;
- (b) an aqueous phase;
- 25 (c) a particulate sunscreensing agent;
- (d) an emulsifier; and
- (e) a separation inhibitor comprising a silicone elastomer.

30. The composition of claim 29, wherein the
particulate sunscreensing agent is a metal oxide or
combinations thereof.

31. The composition of claim 30, wherein the
35 particulate sunscreensing agent is selected from the

group consisting of zinc oxide, titanium dioxide, and combinations thereof.

32. The composition of claim 29, wherein said
5 emulsion further comprises at least one of the following optional ingredients:

- (i) a pigment;
- (ii) a thickener;
- (iii) a preservative;
- 10 (iv) an inorganic salt;
- (v) a fragrance; and
- (vi) a vitamin.

33. A method of inhibiting separation of a
15 pigmented cosmetic composition comprising a water-in-oil emulsion, said emulsion comprising an aqueous phase, an oil phase, an emulsifier, and a pigment and/or sunscreensing particulate, said method comprising including a separation inhibitor comprising a silicone
20 elastomer in the emulsion, wherein said separation inhibitor is present in an amount sufficient to inhibit separation.

34. The method of claim 33, wherein the silicone
25 elastomer is present in an amount of from about 0.1% to about 7% by weight of said composition.

35. The method of claim 33, wherein the separation inhibitor further comprises a carrier for
30 the silicone elastomer.

36. The method of claim 33, wherein the silicone elastomer is a dimethicone cross polymer.

35 37. The method of claim 33, wherein the silicone elastomer is selected from the group consisting of

dimethicone cross-polymer, dimethicone/vinyl
dimethicone cross-polymer, dimethicone/phenyl vinyl
dimethicone cross-polymer, dimethicone copolyol cross-
polymer, alkyl dimethicone copolyol cross-polymer,
5 alkyl dimethicone/vinyl dimethicone cross-polymer,
divinyldimethicone/dimethicone cross-polymer,
polysilicone 11, or the like, or combinations thereof,
and combinations thereof.

10 38. The method of claim 33, wherein said
separation inhibitor inhibits separation for at least
three months.

15 39. A method of preparing a pigmented cosmetic
composition comprising:

preparing a first water-in-oil emulsion comprising
an aqueous phase, an oil phase, an emulsifier, a
pigment and/or sunscreen particulate component, and a
separation inhibitor comprising a silicone elastomer;

20 preparing a second water-in-oil emulsion
comprising a second aqueous phase, a second oil phase,
a second emulsifier, and a second pigment and/or
sunscreen particulate component; and

mixing said first water-in-oil emulsion with said
25 second water-in-oil emulsion to form said composition,
wherein said separation inhibitor inhibits separation
after mixing of the first and second water-in-oil
emulsions.

30 40. The method of claim 39, wherein the pigment
and/or sunscreen particulate component and the second
pigment and/or sunscreen particulate component are
different.

35 41. The method of claim 39, wherein the aqueous
phase and the second aqueous phase are the same.

42. The method of claim 39, wherein the oil phase and the second oil phase are the same.

5 43. The method of claim 39, wherein the emulsifier and the second emulsifier are the same.

44. The method of claim 39, wherein the second water-in-oil emulsion further comprises a second
10 separation inhibitor.

45. The method of claim 44, wherein the separation inhibitor and the second separation inhibitor are the same.
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46. The method of claim 39, further comprising preparing a third water-in-oil emulsion comprising a third aqueous phase, a third oil phase, a third emulsifier, and a third pigment and/or sunscreen
20 particulate component, wherein said mixing includes mixing the third water-in-oil emulsion with said first and second water-in-oil emulsions.

47. The method of claim 46, wherein the third
25 water-in-oil emulsion further comprises a third separation inhibitor comprising a silicone elastomer, which can be the same or different than the first and/or second separation inhibitors.

48. The method of claim 46, further comprising
30 preparing a fourth water-in-oil emulsion comprising a fourth aqueous phase, a fourth oil phase, a fourth emulsifier, and a fourth pigment and/or sunscreen particulate component, wherein said mixing includes
35 mixing the fourth water-in-oil emulsion with said first, second, and third water-in-oil emulsions.

49. The method of claim 48, wherein the fourth water-in-oil emulsion further comprises a fourth separation inhibitor comprising a silicone elastomer, which can be the same or different than the first, second, and/or third separation inhibitors.

50. The method of claim 48, further comprising preparing a fifth water-in-oil emulsion comprising a fifth aqueous phase, a fifth oil phase, a fifth emulsifier, and a fifth pigment and/or sunscreen particulate component, wherein said mixing includes mixing the fifth water-in-oil emulsion with said first, second, third, and fourth water-in-oil emulsions.

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51. The method of claim 50, wherein the fifth water-in-oil emulsion further comprises a fifth separation inhibitor comprising a silicone elastomer, which can be the same or different than the first, second, third, and/or fourth separation inhibitors.

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52. A pigmented cosmetic composition comprising a water-in-oil emulsion, said emulsion comprising:

(a) from about 30% to about 40% by weight of an oil phase;

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(b) from about 30% to about 50% by weight of an aqueous phase;

(c) from about 5% to about 15% by weight of a pigment;

(d) from about 3% to about 6% by weight of an emulsifier; and

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(e) a separation inhibitor comprising a silicone elastomer, wherein said silicone elastomer is present in an amount of from about 0.1% to about 7% by weight of said composition.

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